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Naturipe launches fresh Berry Parfaits

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Naturipe, a leading global producer of nutritious berries for more than 100 years, is launching its new Berry Parfaits featuring Chobani Yogurt and Naturipe fresh berries — with thoughtful packaging designed for consumers on-the-go.

The Berry Parfaits are the latest new product offering from Naturipe, which kicked off their “Summer of Snacking” campaign last month, as the company continues to grow its value-added and Naturipe Snacks line.

“At Naturipe, we pride ourselves on our 100-year history of bringing all your favorite fresh, great-tasting berries, and we wanted a partner that held our same high standards for freshness and quality,” said Steven Ware, vice president and general manager of Naturipe’s Value Added Company. “Not only is Chobani an industry leader – their values which focus on nutritional, social, and environmental wellness align perfectly with Naturipe’s core principles. “

Naturipe and Chobani designed these satisfying parfaits with grab-and-go snacking in mind, perfect for families on the go this summer or people returning to the office. The specially designed packaging serves as the ideal container to mix each component without compromising the freshness of the berries and the crunch of the granola. The Berry Parfaits make snacking simple. These will thrive in your cooler on the way to the beach, hiking trips, and your back-to-school (or back-to-the-office) lunch box.

Health-conscious foodies looking for ways to incorporate healthy snacking into their busy summer season need to look no further. Each six-ounce Berry Parfait contains fresh Naturipe blueberries, Chobani Greek Yogurt, and granola and serves as the perfect snack-sized option for those craving a sweet and wholesome treat. Berry Parfaits are available in two delicious flavors: Doubleberry Crunch featuring fresh Naturipe blueberries, Chobani’s non-fat strawberry Greek yogurt, and granola or Vanilla Crunch containing fresh Naturipe blueberries, Chobani’s non-fat vanilla Greek yogurt, and granola. Each Berry Parfait provides 10 grams of protein and is under 170 calories.

“This Berry Parfait is just one of the new products Naturipe has coming down the pipeline. We are eager to bring this innovative product to the market. Making sure our customers have the best snacking experience possible is a top priority. Additionally, we are proud to keep working towards reducing our plastic waste and become more sustainable throughout our supply chains. Keep your eyes out for more exciting snacking news from us,” said CarrieAnn Arias, Naturipe vice president of marketing.

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